



## *Rhode Island Success Story*

### **Lizzy & The Enchanted Creamery Cumberland, RI**

Take a charming mix of old fashioned and new toys, add rows and rows filled with classic children's books, and toss in the recipes for 300 ice cream flavors and what do you have? Lizzy & The Enchanted Creamery.

Located at 1700 Mendon Road, off Route 295 in Cumberland, the store features an atmosphere where kids can have fun and parents can relax.

Tracy Fay and Kerri Stenovitch, decided to combine Kerri's ice cream experience with Tracy's longtime desire to own a children's book store. The pair, who are cousins, divided the store in half with toys and books on one side, and the ice cream parlor on the other.

Stenovich ran the famed Big Alice's ice cream parlor on the East Side of Providence. She now makes all of the ice cream at Lizzy & The Enchanted Creamery herself, and has permission to use Big Alice's original recipes.

Fay and Stenovitch had discussed their unique concept for many months before finally sitting down to develop a business plan. They visited the Center for Women & Enterprise, where they finalized their business plan and CWE helped put together a loan package through the SBA Women's Pre-qualification Loan Program. In October 2002, Coastway Credit Union approved an SBA-backed loan and Lizzy & The Enchanted Creamery opened its doors.

Stenovitch says word spread quickly about their store and business grew steadily.

Lizzy & The Enchanted Creamery offers story times on Monday Wednesday and Friday at various times. There is no charge



**Story time:** Tracy Fay, left and Kerri Stenovitch act out a scene during story time at Lizzy & The Enchanted Creamery.

for the story times. Plans are being made to add Spanish-language story times.

The store also hosts Play Days, when children participate in arts and crafts activities for a nominal fee. Puppeteers and other live entertainment are presented on a regular basis. While the kids are having fun, moms and dads can relax too with a cup of coffee, a cup of ice cream, or a soft drink.

Lizzy & The Enchanted Creamery is the perfect place for a children's birthday party, ice cream party, or even a craft party. But gown-ups are not out of luck either. Lizzy & The Enchanted Creamery also offers make-your-own sundae office parties.

Lizzy & The Enchanted Creamery is open Monday – Thursday from 10 a.m. to 8 p.m., Friday and Saturday from 10 a.m. to 9 p.m. and Sunday from noon to 8 p.m. Call (401) 334-3375 for more information about special events.

